

WSF Introduces New Advertising Program

In an effort to generate a new source of revenue, Washington State Ferries (WSF) has entered into a partnership with Trans4media (T4M) to implement an advertising program on WSF vessels and at the terminals. T4M was recently awarded the contract after a competitive bidding process.

T4M is a Seattle-based company, passionate about the Pacific Northwest, and boasts a strong record of success. They understand that ferries are a symbol of life in this region and have developed a program that will strengthen WSF's image through innovative advertising concepts. Skip Vose, President of T4M, and Director of Sales, Larry Adams, bring with them decades of combined experience in marketing and advertising. Vose is known as an industry pacesetter and has garnered acclaim for previous advertising campaigns. Prior to coming onboard with T4M, Adams was the Director of Sales for CBS Radio in the greater Seattle area for the past 15 years and has a distinguished career in broadcast sales, marketing and management.

Vose and Adams are committed to attracting advertising programs that produce revenue for the ferry system and have promotional programs that are interesting, engaging and enhance the ferry-riding experience. T4M is reaching out to businesses with local roots that believe, like they do, that WSF passengers are a great audience for advertising.

"It is important to our work to introduce advertising that resonates with WSF riders and that we bring programs with the advertising that adds value to their time spent on the ferries," says Vose. Advertising will be rolled out gradually throughout the ferry system beginning this winter. Passengers can expect to see framed posters, custom wall signs in cabins, car decks and terminals, sponsorships and promotional events, among others. Due to the size and nature of WSF facilities, many of the advertisements designed by T4M will be custom sized and will appeal to both advertisers and WSF passengers.

"Advertisers will be quick to associate their company or advertising clients with the ferries as a symbol of the lifestyle their customers deserve to enjoy," according to Brian Volkert, Business Development Manager.

One of the elements of the advertising program that WSF passengers will see early on are personal profiles of celebrated locals who have experienced some of life's greatest moments aboard Washington state ferries. The profiles will be life size images of the individuals with their name, occupation, their favorite quote and favorite charity as well as their favorite WSF memory. These personal profiles will not be advertisements, but will be designed to feature people of interest to WSF residents and visitors. T4M developed the concept to highlight the ferry system and its riders.

"The personal profiles will be of people who are recognizable to WSF passengers," Vose said. "They are designed to reinforce the positive aspects of the ferry system and the area that it serves."

Rainier Industries, a leading regional manufacturer of display products, will install the signage on the vessels and at the terminals. Rainier Industries has a proven track record and has worked with companies such as Starbucks and the Seattle Mariners. A team of WSF directors and managers will approve all content and oversee the installation of all advertisements to ensure the methods and materials used are consistent with WSF standards and don't interfere with daily operations. "We have put together a great team for this project," says Regional Operations Manager Jayne Davis. "The new advertising program is a great opportunity and we hope that will create excitement and interest in the ferry system."

WSF is committed to designing this program to make it a delightful, engaging experience by encouraging new advertising that enhances the ferry-riding experience. The revenue generated in this program could reduce WSF's dependency on fare increases, removing some of the burden from WSF passengers.

The advertising program will complement WSF's primary mission to provide the highest standard in marine transportation that is safe, secure, efficient, reliable and environmentally sound, reflecting the innovation, professionalism and pride of our employees.